

**Subaru Corporation Announces Organizational and Management Changes
(Effective April 1, 2025)**

Subaru Corporation announces the following organizational and management changes, effective April 1, 2025. In the rapidly and non-linearly changing business environment, Subaru is committed to achieving “Manufacturing Innovation” and “Value Creation” as a top priority, as outlined in the New Management Policy announced in August 2023. The company will reorganize its organizational structure to enable the execution of bold initiatives, free from the constraints of traditional functions and roles within the existing organization, while enhancing its executive management structure.

1. Organizational Changes

(1) Establishment of Chief Logistics Officer (CLO) and the Logistics Division

The company will newly establish the Chief Logistics Officer (CLO) position to respond swiftly and flexibly to changes in the environment surrounding the supply chain and accelerate the realization of "Monozukuri (Manufacturing) Innovation." In addition, the company will establish the Logistics Division by integrating the logistics-related functions of the Monozukuri Division and each of the regional sales divisions. This aims to strengthen and optimize logistics-related functions and build a structure that responds to various logistics challenges in an optimal manner with a company-wide perspective.

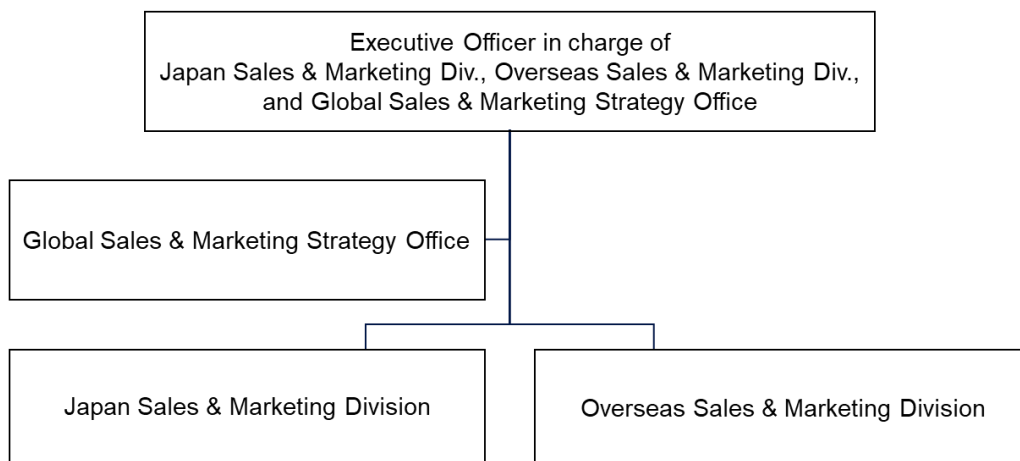
(2) Establishment of the Customer First Innovation Division

In order to further enhance the customer experience value, which is the source of "Value Creation," the Customer Service Division, Quality Assurance Division, and Parts and Accessories Division will be integrated to establish the Customer First Innovation Division.

(3) Reorganization of the Sales Organization (Establishment of the Overseas Sales & Marketing Division and the Global Sales & Marketing Strategy Office)

In order to optimize the allocation of resources in the overseas sales organization and further improve business efficiency with the aim of enhancing the competitiveness of Subaru’s overseas business, the Overseas Sales & Marketing Division will be established by integrating the Overseas Sales & Marketing Division 1 and the Overseas Sales & Marketing Division 2. In addition, the Global Sales & Marketing Strategy Office will be newly established with the aim of further strengthening overseas sales & marketing functions through initiatives including the development of optimal strategies from a medium- to long-term, global, and company-wide perspective.

Sales & Marketing Organization after the Reorganization



(4) Establishment of the CHRO (Chief Human Resources Officer)

The Chief Human Resources Officer (CHRO) position will be newly established to accelerate efforts in human capital management, centered on individual growth and organizational growth.

2. Promoted Officers

Senior Managing Executive Officer

Tadashi Yoshida

Current title:
 Managing Executive Officer
 Chief General Manager of Overseas Sales & Marketing Div.1
 Chairman of Subaru of America, Inc.

Managing Executive Officer

Yoichi Hori

Current title:
 Executive Officer
 General Manager of CTO Strategy Office
 Senior General Manager of Corporate Planning Div.
 General Manager of Value Strategy Office, Corporate Planning Div.

3. Newly-appointed Officers

Executive Officer

Hidemasa Tabata

Current title:
 Senior General Manager of Overseas Sales & Marketing Div.1
 General Manager of North America Business Planning Dept.

Executive Officer

Takayuki Sano

Current title:
 Executive Vice President of Subaru Indiana Automotive, Inc.

Executive Officer

Kazuki Okamoto

Current title:
 Senior General Manager of CTO Strategy Office

Executive Officer

Takatomo Watamori

Current title:
 Senior General Manager of Engineering Div.

4. Changes to Executive Officers' Areas of Responsibility

Name	Effective April 1, 2025	Current
Fumiaki Hayata Executive Vice President	- Chief Risk Management Officer (CRMO) - Secretarial Office - Human Resources Dept. - Cost - Purchasing	- Secretarial Office - Human Resources Dept. - Sales - Marketing - Cost - Purchasing
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Katsuyuki Mizuma Senior Managing Executive Officer	—	- Chief Financial Officer (CFO) - Chief Risk Management Officer (CRMO) - Finance & Accounting Dept.
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Tetsuo Fujinuki Senior Managing Executive Officer	- Chief Technology Officer (CTO) - CTO Strategy Office - Engineering Div. - Technical Research Center	- Chief Technology Officer (CTO) - CTO Strategy Office - Engineering Div. - Technical Research Center
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	- Product and Business Management Div.	
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Tadashi Yoshida Senior Managing Executive Officer	- Japan Sales & Marketing Div. - Overseas Sales & Marketing Div. - Global Sales & Marketing Strategy Office	- Overseas Sales & Marketing Div.1 - Subaru Canada, Inc. - North American Subaru, Inc.
	Chief General Manager of Overseas Sales & Marketing Div.	Chief General Manager of Overseas Sales & Marketing Div.1 Chairman of Subaru of America, Inc.
Jinya Shoji Managing Executive Officer	—	- Overseas Sales & Marketing Div.2
	—	Chief General Manager of Overseas Sales & Marketing Div. 2
Osamu Eriguchi Managing Executive Officer	- Chief Quality Officer (CQO) - Customer First Innovation Div.	- Chief Quality Officer (CQO) - Quality Assurance Div. - Customer Service Div.
	Chief General Manager of Customer First Innovation Div. General Manager of Quality Assurance Management Office	Chief General Manager of Quality Assurance Div. General Manager of Quality Assurance Management Office Chief General Manager of Customer Service Div.
Tamotsu Inui Managing Executive Officer	- Engineering Div. - Technical Research Center	- Purchasing Div.
	Chief General Manager of Engineering Div. Chief General Manager of Technical Research Center	Chief General Manager of Purchasing Div.
Shinsuke Toda Managing Executive Officer	- Chief Financial Officer (CFO) - Finance & Accounting Dept. - Corporate Communications Dept. - Investor Relations Dept.	- Overseas Sales & Marketing Div.2 - Corporate Planning Div. - Corporate Communications Dept. - Investor Relations Dept.
	Representative Director and President of Subaru Finance Co., Ltd.	- Senior General Manager of Overseas Sales & Marketing Div.2 - Senior General Manager of Corporate Planning Div.
Hiroshi Watahiki Managing Executive Officer	- Purchasing Div.	- Engineering Div. - Technical Research Center
	Chief General Manager of Purchasing Div.	Chief General Manager of Engineering Div. Chief General Manager of Technical Research Center
Shimpei Ago Managing Executive Officer	- Risk Management Group - External Relations Dept. - Intellectual Property Dept. - Sustainability Promotion Dept.	- Overseas Sales & Marketing Div.2 - Corporate Planning Div.
	—	Senior General Manager of Overseas Sales & Marketing Div.2 Senior General Manager of Corporate Planning Div.
Yoichi Hori Managing Executive Officer	- Overseas Sales & Marketing Div. - Subaru of America, Inc. - Subaru Canada, Inc. - North American Subaru, Inc.	- CTO Strategy Office - Corporate Planning Div.

	Senior General Manager of Overseas Sales & Marketing Div. Chairman of Subaru of America, Inc.	General Manager of CTO Strategy Office Senior General Manager of Corporate Planning Div. General Manager of Value Strategy Office
Shinichi Murata Executive Officer	- Chief Logistics Officer - Logistics Div. - General Administration Dept.	- Risk Management Group - External Relations Dept. - Intellectual Property Dept. - General Administration Dept. - Sustainability Promotion Dept.
	Chief General Manager of Logistics Div.	—
Kazuki Uejima Executive Officer	- Product and Business Management Div. - Corporate Planning Div.	- Product and Business Management Div.
	Chief General Manager of Product and Business Management Div. Senior General Manager of Corporate Planning Div.	Chief General Manager of Product and Business Management Div.
Akihiro Kato Executive Officer	Customer First Innovation Div.	Parts & Accessories Div.
	Senior General Manager of Customer First Innovation Div.	Chief General Manager of Parts & Accessories Div.
Hideyuki Kusabuka Executive Officer	- Chief Human Resources Officer (CHRO) - Human Resources Dept.	- Human Resources Dept.
	General Manager of Human Resources Dept.	General Manager of Human Resources Dept.
Hidemasa Tabata Executive Officer (Newly appointed)	Overseas Sales & Marketing Div.	Senior General Manager of Overseas Sales & Marketing Div.1 General Manager of North America Business Planning Dept.
	Senior General Manager of Overseas Sales & Marketing Div.	
Takayuki Sano Executive Officer (Newly appointed)	Subaru of Indiana Automotive, Inc.	Executive Vice President of Subaru of Indiana Automotive, Inc.
	Executive Vice President of Subaru of Indiana Automotive, Inc.	
Kazuki Okamoto Executive Officer (Newly appointed)	CTO Strategy Office	Senior General Manager of CTO Strategy Office
	General Manager of CTO Strategy Office	
Takatomo Watamori Executive Officer (Newly appointed)	Engineering Div.	Senior General Manager of Engineering Div.
	Senior General Manager of Engineering Div.	

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